

Medical Marketing & Media: January–December

Articles

ADVERTISING

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An Analysis of the Effects of "Fair Balance" in Prescription Drug Advertising

by Lon N. Larson, Ph.D., and Mickey C. Smith, Ph.D. June, page 26.

Findings of an experimental study that evaluated the effect of "fair balance" (information on effectiveness and information on hazards) on levels of confidence in claims made in drug advertisements as perceived by practicing physicians.

Helping Your Creative Departments Become More Productive*

by Bernard Weiss. June, page 46.

Suggestions on how to handle creative manic depressive cycles within your agency.

**The Drug Regulation Reform Act of 1978
The Advertising Point of View**

by Paul Chusid. July, page 27.

Comments on S. 2755, submitted by the president of the Pharmaceutical Advertising Club to Senator Edward Kennedy, chairman of the Subcommittee.

An editorial

by John W. Sullivan. August, page 2.

The editor/publisher of *MM&M* reflected on advertising's past expectations and current escalating government intervention.

A Case for Medical Journal Advertising*

by Harold Walton, B.S., M.B.A. August, page 37.

Hypothesis: Awareness of journal advertising has a

favorable influence upon the prescribing behavior of physicians.

Ethical Drug Advertising in Japan

by Ralph A. Muoio, R.Ph. October, page 14.

A "Speaking out . . ." column concerning differences in advertising in Japan.

Measuring the Effect of Advertising: What does it tell us and how can we use it?

by Richard C. Zeich. October, page 26.

In developing advertising research, the technique employed depends on what the advertiser wants to accomplish.

Dublin Diary: Checking Out the Irish Pharmaceutical Scene (Advertising Wise)*

by John P. Wirtz. October, page 35.

Personal observations about the Irish way of advertising.

Measure Your Advertising Image With Perceptual Mapping

by Thomas N. Thurman. December, page 24.

Explains a technique for examining the relationship between advertising quality attributes and image contrasts among prescribers and nonprescribers of a company's products, the various physician specialties, and internal promotion/agency personnel.

AUDIOVISUAL MEDIA

Distributing Audiovisual Programs

by Frank Cursley Jr. January, page 52.

The ability to structure an effective distribution plan is important to the success of any AV program.

Use of Audiocassettes for Industrial Inservice Continuing Education: Results of a Two-Year Study

by James E. De Muth, Ph.D., and Melvin H. Weinswig, Ph.D. March, page 40.

A joint experience between a school pharmacy and industry points to the successful use of audiocassettes as an effective tool to upgrade the medical information of pharmaceutical sales representatives.

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Microfiche Use

by José Coronas. October, page 56.

How microfiche is used effectively in medical education and in sales inventory.

COMPUTER USAGE

Innovation in Pharmaceutical Manufacturing

by MM&M staff. January, page 34.

A picture story of Merck Sharp & Dohme's first fully computerized manufacturing facility.

The United States Medical EDP Market

by Donald W. Huffmire, Ph.D. August, page 17.

Increasing government regulations will force a more businesslike approach to hospital management, and, therefore, increasing use of EDP. A report of a survey of the kinds of systems now in use by hospitals, and market potentials for more sophisticated applications.

DENTAL MARKET

Factors Affecting the Drug Use Process of Dentists

by Robert A. Freeman, Ph.D. November, page 66.

This increasingly important class of drug prescribers was studied by prescriber characteristics — experience, specialty, and by patient demographics.

DETAILING

New Ways to Support the Salesforce*

by Edward Roseman, Ph.D. August, page 50.

According to the author, the salesforce is not only the most expensive marketing resource of pharmaceutical industry, it is also the most wasteful. He offers some solutions.

GENERAL INTEREST

As I Saw It

by Bernard A. Smiler. June, page 14.

A "Speaking out . . ." column of reminiscences by the past publisher of Dental Survey Publications, once senior vice-president of *Modern Medicine*.

Speaking out . . .

by Theodis Thompson, Ph.D. July, page 10.

Public medical services and the black community.

The Decline and Fall of Western Civilization

by C. Northcote Parkinson. August, page 4.

A "Speaking out . . ." column. We can change the future; history needn't repeat itself.

Thank Heavens for Little Ailments

by Leonard Berlow, M.S. November, page 8.

A "Speaking out . . ." column. Gentle fun at TV advertisements of OTC remedies.

GOVERNMENT/LEGISLATION

Speaking out

by Paul G. Rogers. January, page 4.

Comments on containment of healthcare costs by a Member of Congress.

Testimony of the American Council of Medical Staffs on S. 1831 1977 Amendments to the Federal Food, Drug, and Cosmetic Act

January, page 36.

Presented to the hearings of the Subcommittee on Health and Science Research of the Senate Human Resources Committee. The council deemed it "important we begin to correct some of the misinformation already given in these and related prior hearings."

Education and Promotion — Where Is the Line?

by Robert Victorin. February, page 4.

A "Speaking out . . ." column. Professional communications, including medical journals and educational materials to the healthcare industry, have become targets of regulatory agencies and legislative bodies. A publisher gave his reasons why this control should be curtailed.

The Maximum Allowable Cost Program — Some Marketing Consequences*

by Raymond A. Gosselin, Sc.D. February, page 19.

The APhA, NWDA, DWA, PMA, NACDS, and NARD petitioned to amend MAC. Was there an adversary position on the part of the HEW Board and the Pharmaceutical Reimbursement Advisory Committee? Some explanations from a prominent member of the committee.

Current Status of International Drug Regulation

by Louis Lasagna, M.D. February, page 37.

Drug regulations, availability, approval, labeling and promotion, and the nature of reimbursement for drug costs vary from nation to nation.

A Critical Review of the Drug Regulation Reform Act of 1978

by Thomas R. Weinberger. June, page 19.

How the proposed bill would revise the operating practices and procedures of the FDA, and what the implications of it — good and bad — are. Bill will be reintroduced in 1979.

Recurrent Criticisms: A History of Investigations of the FDA

by Jeanne Herzog. June, page 41.

The FDA has been one of the most intensely investigated and studied of all federal agencies. A review.

The Drug Regulation Reform Act of 1978 Testimony

by Louis Lasagna, M.D. July, page 22.

One of the 13 testimonies presented before the Subcom-

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mittee on Health and Scientific Research, Committee on Human Resources. Dr. Lasagna is on the scientific panel.

The New York State Generic Formulary

by William F. Haddad. August, page 26.

The then director of the New York Office of Legislative Oversight presented his views in relation to complying with the State's generic formulary.

New York State and Drug Lists: A History of Confusion

by C. Joseph Stetler. September, page 36.

Bureaucratic fiat threatens the practices of medicine and pharmacy and the people they serve. Rebuttal to an article by New York State's William Haddad.

Policy Implications of MAC: AWP-AAC and EAC-ACC Differentials Among Pharmaceuticals

by G. Joseph Norwood, Ph.D., and David P. Lipson, M.B.A. September, page 46.

Iowa study focused on the relationships between Average Wholesale Price, Estimated Acquisition Cost, and Actual Acquisition Cost, with suggestions for saving Medicaid funds.

Pitfalls To Be Avoided in Planning a National Health Service

by Jill Knight, M.B.E., M.P. October, page 17.

Advice from a British Member of Parliament and lessons to be learned when setting up a new national health service.

HOSPITAL MARKET

The Other Side of the Fence

Hospital P&T Committee Members' Role in Drug Selection

by George F. Archambault, J.D., Pharm.D. May, page 48.

The editor of *Hospital Formulary* presented new marketing insights based on how drugs are selected and utilized in hospitals, nursing homes, and outpatient facilities. His experience defines the marketing advantages of formulary drugs, USP blue ribbon drugs, unit of use packages and drugs with PPIs.

Nurse Influence on Hospital Purchasing as Reported by Hospital Purchasing Directors*

A study by the American Journal of Nursing Company. October, page 40.

Purchasing directors were asked to indicate whether they regularly, seldom, or never asked their nursing staff's brand preferences.

INTERNATIONAL MARKET

The Hospital Environment Under Selected Western European National Health Systems*

by J. John George. February, page 30.

Examines health systems abroad that are being used as models for a possible NHI system in the United States.

Health Registration in Europe, Today*

by Mario Arbasino. August, page 44.

EEC Cabinet international directives provide the basis for simultaneous introduction of a new drug product.

"Hot" and "Cold" Countries in International Pharmaceutical Marketing

by Darego Maclayton, Ph.D., and Mickey C. Smith, Ph.D. October, page 65.

A categorization of nations that can help in selecting the right overseas markets for products.

Target: Export Expansion

by W. Dean Moran. December, page 15.

American healthcare product manufacturers can have a greater selling leverage in certain world areas with the help of the Department of Commerce.

MARKETING

PROSPER: A New Chart for Medical Marketing

by Gary H. Mansur. February, page 44.

A professional communications program can enhance product advantages, operations, sales, services, and human resources for medical laboratory service companies.

The Patient: A Neglected Force in Marketing Prescription Drugs*

by Juliet Goodfriend Zimmerman. March, page 47.

The patient is no longer only the recipient of physicians' prescribing practices; he/she is becoming an active participant in his/her own therapy. This new patient dynamic requires a fresh approach to product planning and marketing.

Marketing Efficiency Program: A Forecasting Model That Helps Plan the Marketing Budget*

by Robert T. Dann and Jerome D. Herniter, Ph.D. May, page 17.

Operating under the premise that a marketing budget should rely on sales projection rather than past marketing trends, the Marketing Efficiency Program is based on forecasted sales which can result in better detailing and advertising allocations.

Primary Research: A Comparison of Data Collection Methods

by Thomas A. Miller and Lynn M. Miller. September, page 70.

There is no simple approach to selection of healthcare

research — objectives must be the first consideration in choosing the type of method used to achieve marketing data.

MEDIA

A New Approach to the "Real" Target

by G. Samuel Davis. March, page 32.

Are you measuring journal delivery to the wrong group of physicians? Describes a new procedure for target audience specification.

MEDICAL EQUIPMENT INDUSTRY

Metric Conversion Activities in the Medical Device Industries

by Ronald Pilchik, M.S., M.B.A. February, page 54.

We're going metric! What has been done by the medical devices committee of the AMC to ready the industry for the changeover.

Why Won't Manufacturers Listen?*

by Thomas J. Sheahan. September, page 62.

Complaints of the people who use their products could affect the market for respiratory equipment manufacturers, if the companies would only listen.

The Market Potential for Medical Equipment*

by Michael J. Miller, J.D. October, page 80.

An overview by the director of the AAMI that discusses the new understanding of medical equipment purchase complexity.

PHARMACEUTICAL INDUSTRY

Cancer and the Drug Industry

The Business of Cancer Chemotherapy

by Norman Applezweig. January, page 17.

Tremendous forces have been mobilized in the campaign of chemotherapy research. The National Cancer Institute has for 20 years offered research grants to induce companies to search for a cure.

Annual Survey Report

Research and Development Activities, Ethical Pharmaceutical Industry, 1976, with Forecasts for 1977

by the Pharmaceutical Manufacturers Association. March, page 17.

An analysis of the sales, operations, research and development, and estimates of industry trends of more than 100 members of the PMA.

A Look at the Healthcare Industry from Wall Street

by David H. Talbot. May, page 12.

A "Speaking out . . ." column explored the relationship of the healthcare companies to the investment community from the viewpoint of the brokerage house security analyst.

Pharmacy Student and Practitioner Attitudes Toward the Industry

by Robert W. Hammel, Ph.D., and William R. Dreger, R.Ph. June, page 32.

A study of areas pharmacists find as favorable/unfavorable in industry. Reevaluation of some policies and practices might help resolve conflict among pharmacy, industry, and the consuming public.

A Look into the Future of the Pharmaceutical Industry

by Barrie G. James. July, page 13.

Unless companies change their philosophy and meet the challenges in the social, political, economic, technical, and commercial environment, the future will be bleak and survival questionable; the United States may not continue as a world leader.

Medical Marketing Mixture — Update

by Robert J. DeSalvo, Ph.D. September, page 21.

The composition and complexity of the firms representing the healthcare industry — particularly the multibusiness combinations — is growing. Update of author's February 1974 article.

Drug Industry Financial Analysis 1978 and Forecast 1979

A roundtable moderated by Michael Harshbarger.

Participants: Peter Gaskins, David Lothson, David MacCallum, Nelson Schneider. November, page 17.

Five investment analysts offered their opinions on drug stocks, pharmaceutical companies, and the healthcare industry.

Forecasting the Future of the Healthcare Industry — Marketing Implications

by Richard A. Burr. November, page 48.

Forces are changing the market research environment and will impact directly or indirectly the way in which the industry will market, or be allowed to market, its products and services.

Will Industry or Government Bring Order to Pharmaceutical Pricing Chaos?

by Edward Tupa. December, page 8.

A "Speaking out . . ." column. "The illogical pricing actions within the industry point to the logical rationale for further Federal intervention to control prices."

PRESCRIBING/PRESCRIPTIONS

Why Medicaid Has Spawned "Second Class" Medicine*

by Robert A. Goldstone, M.D. April, page 8.

A "Speaking out . . ." column. Bureaucracy tends to defeat the purpose of Medicaid.

Annual Prescription Survey by the Albany College of Pharmacy*

by Rinaldo V. DeNuzzo, B.S., M.S., F.A.C.A. April, page 17.

Generic prescribing is on the rise and as antisubstitution laws are relaxed will show further growth . . . medication acquisition costs continue to increase at a swifter rate than prescription prices . . . more outpatient pharmacies have led to marked decrease in hospital prescribing. This, the 22nd survey by the ACP, presented rankings on 15,046 drugs, and, for the first time, charted trends concerning the top drug manufacturers over the last five years.

Brand Name Prescription Products and Their Impact: A Historical Survey*

by R. George Kederasha, Ph.D. May, page 32.

Background of trade name drugs and how they fit into today's antisubstitution laws, formularies, MAC, and political consumer pressures.

The Podiatrist As a Drug Prescriber*

by Robert A. Freeman, Ph.D., Thomas R. Temple, M.S., and James Ringstrom, B.S.Ph. May, page 39.

Albany College of Pharmacy Survey (MM&M April) noted an increase in podiatrist prescribing. Data on Iowa practitioners explains prescribing habits which could be applied nationally.

Psychological Motivations in Physician Prescribing Habits

by Clifford C. Kalb. October, page 43.

An effort to determine the relative importance of major influences on the practicing physician and how they affect his prescribing decisions.

PRODUCT MANAGEMENT

Educational Multimedia Comes of Age*

by Peter M. Bressler. January, page 26.

The product manager can be a key input to educational content, thereby exposing salesmen to the marketplace armed with a variety of highly informative media.

Product Management Survival Course

by Edward Roseman, Ph.D. November, page 56.

Ten common hazards that may confront product managers and how to avoid them.

PUBLIC/COMMUNITY RELATIONS

How a Chemical/Pharmaceutical Company Upgraded Its Customer Service*

by John H. Rosenheim. July, page 34.

Formation of a training program designed to upgrade the entire customer relations process, with major emphasis on changing behavioral patterns.

RESEARCH

Drug Research and Social Profit

by Frank Markoe Jr. September, page 10.

A "Speaking out . . ." column. If Congress wants the future benefits of a healthy American pharmaceutical research program it must show a willingness to cooperate and tied into that is drug regulation.

Brave New Drug Industry

by Joseph Bernstein. November, page 62.

Bioethical and philosophical replications of recent technological breakthroughs (like test-tube babies) may shape the future of drug research.

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